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UM summer courses designed for operators of small businesses

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IMMEDIATELY

UM SUMMER COURSES DESIGNED FOR
OPERATORS OF SMALL BUSINESSES

russell/jg
4/19/78
dailies

MISSOULA--

Three courses oriented to needs of the small-business person will be offered by the School of Business Administration at the University of Montana during the 1978 Summer Session.

A special two-credit course in advertising and publicity taught by Mary Ellen Campbell will be during pre-session June 12-16. The course will teach participants how to structure an advertising campaign and how to use the media effectively. The class will meet half days for five days.

During the first four-week session, June 19-July 14, a special accounting course will be offered for small businesses. Entitled "Practical Accounting Methods for Small Businesses" and taught by Marcia Niles, the course will teach students to design and implement a practical accounting system needed in a small business.

Another course for the small business person, "Insurance Agency Management," will be taught by R. Martin Richards during the first four-week session, June 19-July 14. Designed especially for insurance agency employees, the course will emphasize management techniques for the independent insurance agency.

Campbell has worked in advertising and publicity for several years and is a teacher at the University of Montana School of Business Administration. Marcia Niles, an instructor in the Department of Accounting and Finance, has extensive experience in a small business. R. Martin Richards, assistant professor of management, has taught "Insurance Agency Management" previously in Montana and is noted for his knowledge about the insurance industry.

Information about fees and registration for these courses is contained in the 1978 Summer Bulletin. Copies may be requested from: Center for Continuing Education and Summer Programs, 107 Main Hall, University of Montana, Missoula, Montana 59812.